

## **IFT FIRST 2024: HI-FOOD USA PRESENTS VALUE ADDED INGREDIENTS OF NATURAL ORIGIN, INCLUDING SOLUTIONS FOR EGG REPLACEMENT, SALT AND SUGAR REDUCTION, AND PROTEIN ENRICHEMENT**

**The company, pioneer in natural ingredients technology and part of CSM Group, will participate to North America's largest food innovation expo.**

July 10<sup>th</sup>, 2024 – **Hi-Food USA** – US-based sister company of HIFOOD, a firm specialized in the research, development, and production of natural-origin ingredients and part of CSM Group together with CSM Ingredients – **will join for the first time IFT FIRST**, North America's largest food innovation expo, taking place from July 14<sup>th</sup> to July 17<sup>th</sup> in Chicago.

The event provides the ideal context for the company to present its latest innovations when it comes to added value ingredients of natural origin, that not only ensure benefits from a nutritional and cleaner labelling standpoint, but also allow to reduce production costs and lessen the environmental impact of finished products.

In particular, Hi-Food USA will present at its stand (#1375) its most recent solutions, all of natural origin, designed specifically to address the requests of today's consumers: better-for-you foods, longer shelf-life, free-from solutions (gluten-free, allergen-free, additive-free) and protein and fiber enhancement.

*"At HIFOOD, our mission is to offer our customers natural solutions developed through an innovative and technological approach to meet the ever-changing needs of today's modern industry"* **Massimo Ambanelli, CSM Group Chief Commercial Officer Americas and Asia declared:** *"Working every day with natural ingredients, we have the opportunity to witness how often they provide us with the key to integrating better nutrition, natural origin, and sustainability with the cost-effectiveness and production requirements of today's modern food industry. That's why we are excited to be at IFT to share with our customers this knowledge and the incredible potential of natural ingredients".*

Among the solutions that Hi-Food USA will present at the fair are clean label systems **to partially or completely replace whole egg, egg white, or egg yolk in selected applications** such as sauces, bakery and pastry products, gluten-free items, and ready meals. Replacing or reducing eggs presents a significant challenge due to their multifunctional properties—they provide protein, thicken, coagulate, foam, stabilize, and emulsify. However, many companies prioritize their substitution due to costs, sustainability concerns, allergen considerations, and the risk of microbiological contamination. HIFOOD solutions offer numerous advantages: they take an allergen away from the final product, can reduce the environmental impact, and can achieve substantial cost savings—**up to 80% cheaper** depending on the specific recipe and ingredients used.

Naturally, egg replacement and reduction are just one aspect of HIFOOD's extensive portfolio, which includes clean-label solutions for reducing salt, sugar, and calorie content, as well as enhancing protein and fiber, all available globally.

IFT FIRST will also be the occasion to unveil the **important outcomes of the business collaboration between HIFOOD and Alianza Team**, already recognized as winners of the 2023 Fi Europe 'Plant-based Innovation Award' for their clean-label and allergen-free version of the protein emulsion MirrorTissue®. In particular, the two companies will present some of their product innovations, including **BakersBlend**, a multipurpose bakery technology that impacts fats, and **PowerUp**, a powdered ingredient blend with medium-chain triglycerides (MCTs), proteins and fibers, perfect for sports nutrition.

### About Hi-Food USA

Hi-Food USA is the North American sister company of HIFOOD, firm founded in 2012 in Parma, Italy, and today part of Europe-based CSM Group together with CSM Ingredients. Through an extensive portfolio of added valued food ingredients, Hi-Food USA brings innovation, better nutrition, and improved sustainability to the American food industry. HIFOOD solutions – all of natural origin – have been designed specifically to address the most pressing needs and requests of today's consumers: better-for-you foods, longer shelf-life, alt-meat and alt-fish, gluten-free, allergen-free, and additive-free. HIFOOD formulations comprise bulking agents for sugar reduction, systems for salt and egg reduction, vegetable fibers and proteins, value added fats and oils, natural shelf-life extenders, gluten-free systems, and plant-based ingredients. Together with CSM Ingredients, Italcanditi, Comprital, and Rubicone, HIFOOD is part of an [Ingredient-Tech Platform](#) which aims to enable Taste and Nutrition for a New World. For more information: [hifoodusa.com](http://hifoodusa.com)

### Contacts

#### CSM Group

Silvia Assirelli, Head of Corporate Communication, e-mail: [silvia.assirelli@csmingredients.com](mailto:silvia.assirelli@csmingredients.com)

#### Ad Hoc Communication Advisors

Sara Mastrorocco, Mob: +39 335 1415590 – e-mail: [sara.mastrorocco@ahca.it](mailto:sara.mastrorocco@ahca.it)

Ivan Barbieri, Mob: +39 335 1415581 – e-mail: [ivan.barbieri@ahca.it](mailto:ivan.barbieri@ahca.it)

Maria Lucia Boi, Mob: +39 342 6523390 – e-mail: [marialucia.boi@ahca.it](mailto:marialucia.boi@ahca.it)